

Request for Proposals

**Operation, Management, Maintenance,
Staffing, Scheduling and Promotion**

of the

King County Fair

and / or the

King County Fairgrounds

**45224 284th Ave SE,
Enumclaw, WA**



King County

RFP Issued Thursday, April 14, 2005.

Pre-proposal meeting Tuesday, April 26 10:00 a.m. King County Fairgrounds, Enumclaw, Washington

Responses due by Thursday, May 12, 2005, 2:00 p.m.

I. KING COUNTY PARKS PUBLIC/PRIVATE VENTURES

King County Parks is the #1 Regional Parks provider and boasts more than 6 million visitors annually to its 25,000 acres of parks, pools, trails, open space and natural lands. King County Parks has been implementing a transition plan that calls for a new "way of doing business". The *US Bank Concerts at Marymoor*, naming rights at the *Group Health Velodrome*, the nationally acclaimed *Cougar Mountain Trail Running Series* and the opening of a nationally branded restaurant (*SUBWAY*) at the Weyerhaeuser King County Aquatic Center and Marymoor Park are all testaments to this "new way of doing business".

Creating new partnerships and public/private ventures is a primary tenant of the Parks Business Plan. Ventures that provide new or enhanced amenities while generating revenue are vital to the long-term fiscal viability of King County Parks.

II. GENERAL INFORMATION ABOUT THE KING COUNTY FAIR AND FAIRGROUNDS

The King County Fair was founded in 1863 - when Abraham Lincoln was president and the Washington Territory was still 26 years from statehood. It began as a simple celebration of agriculture and originally took place in the Georgetown area south of Seattle. The King County Fair moved to Renton around 1900, and then to Enumclaw after World War II.

The King County Fair is an honest-to-goodness good old fashioned country fair - with quality family entertainment, animals, fun food, carnival rides & games, and all kinds of 4-H, FFA, and Grange displays-surrounded by farms in a picturesque setting in the shadow of Mount Rainier. There's still a lot of real country dirt at the King County Fair - we haven't paved over much of the grass! The King County Fair attracts more than 60,000 visitors annually, predominantly from King and Pierce counties.

Northwest Best Places and *Seattle's Best Places* call the King County Fair in Enumclaw, "Washington's best county fair."

The King County Fairgrounds in Enumclaw features a number of historic buildings originally constructed for the 1962 Seattle World's Fair. The Field House is listed on the King County Historic Landmarks registry. Today residents of the region equate Enumclaw with a high-quality of life, beautiful scenic views of Mount Rainier, and as being home of the fair to see since 1863.

This Request for Proposals ("RFP") seeks concrete concepts and proposals from qualified Applicants/Proposers that address either: **A)** Operation, management, staffing, maintenance, scheduling and promotion of the annual King County Fair, Enumclaw, WA, **B)** Operation, management, staffing, maintenance, scheduling and promotion of the King County Fairgrounds, Enumclaw, WA and/or **C)** Operation, management, staffing, maintenance, scheduling and promotion of both the annual King County Fair and the King County Fairgrounds.

Applicants/proposers please note:

Fundamental to all proposals are the following considerations:

- The King County Fair shall be named the **King County Fair** in perpetuity regardless of who produces, manages, etc. the fair.

- Applicants/Proposers will be required to honor existing contracts with groups such as the Scottish Highland Games, OKC Dog Show, Les Schwab Classic Car Show, etc.
- The Field House, athletic fields and other facilities will remain open and available for rental to the general public, public schools, etc.
- 4-H, FFA and other organizations and activities associated with the King County Fair will be programmed in perpetuity.

This RFP is issued for a specific time period to encourage comparable proposals receiving review in a timely and consistent manner. Proposals received by the 2:00 p.m., May 12, 2005 deadline will receive priority review. King County Parks may and will accept proposals throughout the year and may, in its sole discretion, select the proposals that it determines are most feasible and provide the greatest benefits to the citizens of King County.

- Visit www.dnr.metrokc.gov/parks/partnership/ for a PDF of our Partnership for Parks brochure
- Visit www.metrokc.gov/parks/fair/ for more information regarding the King County Fair and Fairgrounds
- Visit www.metrokc.gov/parks for a complete listing of King County Park's facilities, programs and events.

III. ELIGIBLE APPLICANTS/PROPOSERS

Any for-profit, nonprofit, or governmental entity is eligible to respond to this RFP. In addition, any individual or groups of individuals – other than King County employees – are eligible to respond to this RFP.

IV. CATEGORIES

King County Parks has identified three primary opportunities relating to the management and operation of the King County Fair and Fairgrounds for which it seeks specific proposals. You may respond to any or all three of the options below. ***The County also highly encourages respondents to submit creative proposals of their own in addition to those identified in this request.***

A. Operation, management, staffing, maintenance, scheduling, and promotion of the annual King County Fair.

The Applicant/Proposer will provide a detailed plan outlining their management, operation, promotion, staffing, implementation, facility maintenance, and evaluation of the annual King County Fair.

B. Operation, management, staffing, maintenance, scheduling and promotion of the King County Fairgrounds.

The Applicant/Proposer will provide a detailed plan outlining their management, operation, promotion, staffing, implementation, facility maintenance, and evaluation of the year round events, facility rentals, programs and activities associated with the arenas, exhibition halls, historic Field House, athletic fields, stadium facility, livestock facilities and programmable open spaces.

C. Operation, management, staffing, maintenance, scheduling and promotion of both the King County and Fairgrounds.

The Applicant/Proposer will provide a detailed plan outlining a comprehensive approach to the management, operation, promotion, staffing, implementation, facility maintenance, and evaluation of both the King County Fair and year round fairgrounds operations.

IV. SUBMISSION REQUIREMENTS

- Proposals may not exceed a total of 15 pages.
- Proposals are due on or before 2:00 p.m. **Thursday, May 12, 2005.**
The County prefers that proposals be submitted via **e-mail** in an **MS word** attachment to roy.dodman@metrokc.gov
- The subject line of the e-mail should contain the proposal category or categories.
- Applicants/Proposers will receive a confirming e-mail acknowledging the County's receipt of the submittal.

The County will also accept hard copies of proposals in lieu of e-mail. Hard copies must be mailed or hand-delivered to King County Procurement and Contract Services, 821 Second Avenue, 8th Floor, Seattle, WA 98104 by 2:00 p.m. Thursday, May 12, 2005. All proposals should be addressed to the attention of Roy L. Dodman, Senior Buyer for King County Procurement and Contract Services. Hard copies that are mailed will be deemed received on the date that they are actually delivered to King County Procurement and Contract Services.

Proposals should contain the following information in the order indicated:

- Title
- Summary of proposal (not to exceed 100 words)
- Respondent name (individual, corporation, etc.)
- Contact person and phone number
- Description including project feasibility, suggested partnership structure, and a brief statement of respondent's credentials and/or experience with similar projects
- Outline of key agreement terms (not to exceed one page)
- Explanation of revenue and/or other benefits to King County Parks
- Anticipated County involvement, if any (administration, etc.)
- Timeframe for project implementation
- Other pertinent information

V. EVALUATION AND SELECTION

King County Parks intends to select the proposals that it determines to be in the best interest of the public, based on the following criteria:

1. **Experience & Qualifications (100 points):** The Applicant/Proposer's ability to successfully operate, manage, staff, schedule and promote the King County Fair, Fairgrounds and/or both.
 - Years and types of experience in producing and managing fairs, festivals, events, activities and programs.
 - Years and types of experience in securing/contracting with vendors or service providers of games, rides, carnival operations, entertainment and events.
 - Years and types of experience in hiring, training, and evaluating staff, vendors, contractors, etc.
 - Years and types of experience coordinating and collaborating with non-profit organizations, community groups, and governmental entities as it relates to event production and year round operations of a facility.

2. **Financial Resources (100) points:** Evidence of the Applicants/Proposer's financial strength, stability and ability to complete the project. Specifically:
 - Evidence of financial solvency for proposed operations.
 - Evidence of ability to secure funding for short, mid and long-term operations and development as it pertains to the King County Fair and ongoing operations of the Fairgrounds.
3. **Annual Income/Expense Statement (100 points):** Provide an annual Income and Expense statement for short, mid and long-term operation. Specifically:
 - Business plan
 - Operating expenses
 - Gross and net revenues
 - Revenue to King County
4. **Management & Maintenance Plan (100 points):** The Applicant/Proposer's management and staffing plan. Specifically:
 - Staffing Plan (Fair, events, ongoing/year round operation)
 - Facility Maintenance Plan (Fair, events, ongoing/year round operation)
 - Delineation of maintenance agreements
5. **Public Process & Promotion (100 points):** The Applicant/Proposer's ability to work with stakeholders, King County staff, City of Enumclaw representatives, the Landmarks Commission, and individual citizens concerned about their King County Fair and Fairgrounds. Specifically:
 - Public and media relations during the transition process.
 - Staffing at community meetings and forums.
 - Media plan for the King County Fair and ongoing promotional efforts at the Fairgrounds.
 - Marketing and advertising expenses as a function of the overall business plan.
 - Current media and PR partners.

King County Parks may, in its sole discretion, select the proposal(s) that it determines are most feasible and provide the greatest benefits to the citizens of King County. King County Parks may negotiate final agreements with Proposers that differ from the terms contained in their proposals. Agreements will contain provisions appropriate to the particular proposal, consistent with County policies and applicable legal requirements. King County Parks may also reject any or all proposals, and this RFP process does not preclude King County Parks from entering into agreements using other procedures. By submitting a proposal, Proposers agree to the terms of this RFP.

VI. QUESTIONS, ADDENDA, AND ADDITIONAL INFORMATION

Questions should be submitted by **April 29, 2005**, to ensure that they can be answered prior to **May 6, 2005**. Questions must be submitted in writing, preferably **via e-mail**, to Roy L. Dodman at roy.dodman@metrokc.gov. Questions may also be mailed to King County Procurement and Contract Services, Attn: Roy L. Dodman, 821 Second Avenue, 8th Floor, Seattle, WA 98104.

A five (5) year financial history of the King County Fair and Fairgrounds is available in electronic format by contacting the buyer listed above. Proposers may check the County's website for

addenda and answers to questions. The County will endeavor to post answers by May 6, 2005 to questions submitted by April 29, 2005. Regular updates to the web site should occur by Friday morning of each week. Unfortunately, hard copies of answers and addenda cannot be mailed.

To the extent Applicants/Proposers need additional information that cannot be obtained prior to the submittal date of **May 12, 2005**, Applicants/Proposers may simply state their assumptions with respect to the needed information (e.g., this proposal assumes that there are x number of users annually at the facility.)

Interested parties may access the following information on the King County website at <http://www.metrokc.gov/finance/procurement/parks.asp>

1. Links to the King County Fairgrounds website (including maps and/or area layouts)

VII. SITE VISITS

Interested parties may visit King County parks and recreation facilities as a member of the general public during regular business hours. To maintain fairness, all questions are able to be directed to Roy Dodman, Procurement Services, per above instructions rather than to Fairgrounds staff.

VIII. CONTRACTING

Any Applicant/Proposer whose proposal is selected for a contract shall complete all required contract forms and documents as required by Federal, state and local law.

IX. KING COUNTY CONTRACTING OPPORTUNITIES PROGRAM

The purpose of the King County Contracting Opportunities Program is to maximize the participation of Small Economically Disadvantaged Businesses (SEDB) through the use of rating points in the award of King County competitively bid contracts for the acquisition of technical services. The program is open to all firms that are certified as an SEDB by King County's Business Development and Contract Compliance Office.

A "Small Economically Disadvantaged Business" (SEDB) means that a business and the person or persons who own and control it are in a financial condition, which puts the business at a substantial disadvantage in attempting to compete for public contracts. The relevant financial condition for eligibility under the Program is set at fifty percent (50%) of the Federal Small Business Administration (SBA) small business size standards using the North American Industrial Classification System (NAICS), and an Owners' Personal Net Worth less than \$750K dollars.

A "Certified Firm" means a business that has applied for participation in King County's Contracting Opportunities Program, and has been certified as an SEDB by the King County Business Development and Contract Compliance (BDCC) office. Information about becoming a Certified Firm, as well as a list of Certified Firms, may be obtained by visiting the King County's Contracting Opportunities Program Website address:

<http://www.metrokc.gov/exec/bred/bdcc/prog/kccontractopp.htm> or contacting the BDCC office at (206) 205-0711.

In the evaluation of proposals, ten points will be allotted for SEDB participation. King County will count only the participation of SEDBs that are certified by King County at the date and time of proposal submittal. After tabulation of the selection criteria points of all prime submitters, fifty (50) points shall be added to the score of all proposals that meet at least one of the two following sub-criterion:

1. If the Prime submitter is a SEDB firm that anticipates performing work for the entire contract unassisted and includes the SEDB certification number on page one of this submittal.
2. If the Prime submitter is not an SEDB but will use SEDBs for at least 5% of the total contract labor hours in the work to be performed in this contract, and who complete the following table and include it in their proposal submission:

SEDB Certification Number	Sub- Consultant Name	Contact Name / Phone	Work to be performed	Percentage of Total Hours

SEDB participation shall be counted only for SEDBs performing a commercially useful function according to custom and practice in the industry. A commercially useful function is defined as a specific scope of work for which the SEDB has the management and technical expertise to perform using its own workforce and resources.

X. ANTICIPATED INSURANCE REQUIREMENTS

Applicants/Proposers must demonstrate a minimum of \$1,000,000 Per Occurrence / \$2,000,000 Aggregate in general liability insurance and may be required to provide additional insurance and/or coverage as per scope of proposals and projects.

XI. A FINAL NOTE

County Executive Ron Sims expresses his sincere appreciation for your interest in supporting King County Parks. Thank you and good luck.